



Executive Summary

January 6th 2022

The “First Team” of Gardens of Babylon met for our initial strategic planning session to begin the process of continuous improvement of “Vision, Values and Volition.” We began with “Why.” The outcomes based on the abbreviated first investment of time and talent brought confidence and collaboration to the conversation as well as *momentum* and *direction*.

Let’s start with direction first: **Vision**. *Vision directs an organization.*

The team, through facilitated discussion, arrived at the Vision of Gardens of Babylon moving into 2022 and beyond. With thoughtful insight and maximum engagement, the vision moving forward is: **Grow. Own. Best**

Grow. Own. Best	
Grow	Ourself personally and professionally. The financial strength and future of the individual departments and entire enterprise. Our service and experience to our customers. Our reputation and respect in the community. (And many, many more).
Own	Every aspect of our responsibilities to the above-mentioned commitments. Foster a culture of ownership and accountability throughout all departments. Begin the journey of an employee-owned business model of the future.
Best	By endeavoring in the efforts of both Grow and Own , we will certainly be building the best team in the industry, offering the best experience in Nashville, creating the best culture to work in as a team, and best chance for a successful 2022 and beyond.

Next up is Momentum: **Volition**. *Volition drives an organization.*

The only way to create cultural shift and change (from a passive to active sales culture) is through **systems**.

The system (or systems) we are embracing to drive change are “The Great Game of Business” and our “Start Moving Mountains” platform (by now each of you should have “signed up” to be enrolled in the platform).

The other system to drive engagement, momentum and cultural shift are the tenants of “The Great Game of Business”—**Communication. Education. Engagement. Play to Win!**



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Our homework between now and our next visit on the 18th of January is to begin the process of building your “boulders” and rocks for with your “Start Moving Mountains” worksheet (whether on the site or the downloadable version sent in the email).

You may want to consider “less is more” at this point to get the momentum going out of the gate. Maybe two boulders to consider that would address each of the two key components of our Vision—GROW and OWN. (As an example: Grow our People could be a department boulder, yet another department may choose Grow Our Average Transaction, Grow our reviews (Scores and numbers) or Grow Our Margin...up to you). The other boulder of OWN may be to Own the first month Mini-Game and the rocks can be the game itself with measurements, scoreboard, rewards and rock leads. Or OWN “Beat the Bid” and derive the next steps needed to make that a reality.

Circling back to the WHY, our overarching goal is to improve our financial health from roughly 15% to 18% profitability...the mini-games and our Vision will support that in a softer way. “Grow our Margin” should be an underlining current to the work above the surface. So, as you iron out your efforts for the boulders, you may also want to consider “Revenue Generation” and “Cost Management” ideas that, when combined, grow margin.

Next Steps:

When we meet on January 18th, we will review the efforts each of you have made within the *Start Moving Mountains* platform as well as mini-games you feel would move the needle in February, March and April.

We will also tackle the third element of a successful strategic plan—Values. From there, we will have a clear vision, a core set of values and the volition to execute the plan in 2022 and beyond. We can then address what “Five Star Service” would look like for the company and how that would assist Leah and the marketing efforts of Gardens of Babylon.

And finally, the insight from Dan on how to inter-connect the business units to drive customer loyalty and engagement across departments will be a great discussion along with furthering our thoughts on “the convenience economy” and leveraging technology.

From there, we can determine what the best use of time would be for the 19th. Maybe look to the emerging leadership team to have them plugged into the plan. And even have 1.5-hour sessions for the retail team to have them ready to rock for the turn of the season.

From there, we can also schedule the follow up visit in March to hit the other departments to ensure that by the Ides of March, everyone is on board the Blue Train of change management, understands the game plan, and is *ready to become a culture that is actively engaged in sales*.

John